



Distribution of Periodical Market Centres in Pune District of Maharashtra

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Abstract:

An attempt has been made in this paper to study the distribution and periodicity of the (weekly) market centers in the Pune District. Market centers are the basic and root level center of the economic and commercial activities. In various fields of Geography, Economic geography has experienced remarkable changes within the past thirty years resulting in diverse specialized branches such as geography of agriculture, industry, transportation marketing etc. All these branches are related to the study of great variations on the earth's surface in means economic activities. Marketing is a part of human beings economic activity it deals with the marketing activity. Economic geography has considerable attention on the study of resources and factors of production associated with market places and marketing. Marketing Geography is a branch of economic Geography which seeks a specialized study of marketing places and marketing. Marketing Geography deals with the application of the Geographical principles, methods and techniques to the practical problems related to the marketing phenomena. In the present paper an analysis has been made to study the problems of weekly (periodic) market centers of Pune District and weekly market centers play process, mediating exchanger between farmers and craft manufactures for sellers and traders on the other hand urban wholesalers. The observation reveals that, there is uneven distribution and Weekly market centers in the study region

Key Words : *Weekly Market, economic activity, retail-wholesale trade, Marketing Geography Market centers, Distribution, Periodicity.*

Introduction:

The origin and development of marketing and market places are closely associated with development(Agarwal P.G 1968) of man's activity, and the history of civilization. The simple unorganized and fundamental trader on exchange of commodities is as old as man's society(Berry 1969). Although the earliest man believed in self-sufficient and had no idea either of exchange of goods.(Kelley 1956) It is very limited wants were satisfied either by his immediate environment or the place he used to move in search of food, water favorable climate or remained unfulfilled(Chhetri 2011). Geographical studies are mainly concerned with the special distribution of geographicalphenomena.(Anne L. J. Ter Wal 2009) In case or market centers, origin, growth, development, and spatial distribution are theresult of combined effect of various factors.(Allen P.M. 1979) It means the distribution of market centers are influencedby physical, cultural, historical(Bromley 1987) and many other unique qualities prevailing in the region(Wanmali 1987). In recentyears, rural markets have acquired significance in countries like China and India,(Bhagavatula 2010) as the overall growthof the economy has resulted into substantial increase in the purchasing power of the ruralcommunities.(Mellor 1961)Periodicity of market center is an important aspect of market center.(Smith 1974) It is the periodicity of themarket centers that makes them beneficial to producers,(Blaise Allaz. 1993) consumers and traders. The occurrence ofperiodic markets on some specific day is a special feature of many rural regions. Markets are heldperiodically on some specific day or days of the week at some

fixed sites.(Eder 1984) Thus it provides goods and services to the rural masses. Weekly market centers has been disturbed somehow by transformation of the economy and rapid growth of urbanization and was replaced by permanent shops or markets in developed area.(Gone 2007) Pune district is located in western part of Maharashtra. Last five decades population of district is grown very rapidly. The urban population of district growing up to 60 percent. Accessibility and road connectivity also growing rapidly so the rural market has change. The weekly market centers are distributed all over district at 153 places. Those tehsils having situated in remote areas these tehsils having more number of weekly market centers. And those area of tehsil having urban surrounding these area having very less amount of weekly market centers. Those area having very high population density these conventional places means all tehsil places and urban places having daily market centers. e.g. Junnar, Khed, Ghodegaon, Manchar, Naryangaon, Rajgurunagar, Chakan, Bhore, Pirngut, Poud, Dound, Baramati, Indapur, Saswad, Shirur, Sanaswadi, Ranjangan, Bawada, etc.

STUDY REGION:

Study Area Pune district is located between 17° 54' N and 10° 24' N latitude and 73° 19' E and 75° 10' E longitude. The district has geographical area of 15,642 km² having population 72,24,224. Pune district is bound by Ahmednagar district, Solapur district, Satara district Raigad district and Thane district. It is the second largest district in the state and covers 5.10 percent of the total geographical area of the state. The landscape of Pune district is distributed triangularly in western Maharashtra at the foothills of the Sahyadri Mountains. Administratively the district is divided into 14 tehsils. These are Junnar, Ambegaon, Khed, Maval, Mulshi, Velhe, Bhore, Haveli, Purandar, Pune City, Indapur, Daund, Baramati and Shirur. Pune city is the administrative headquarters of the district. There are around 1,866 villages in the district. Slope is towards south-east. The study area has basaltic base having step like topography. In the west, there is Sahyadri basaltic mountain running north to south, and towards east, basaltic Deccan plateau, lying gentle slope towards east. In Pune district, there are two municipal corporation namely Pune and Pimpri Chinchwad and 18 town centers in district. Weekly market centers are the identity of rural cultural. 153 places having weekly market centers all over the Pune district. Town centers of pune district having daily markets. In Pune district weekly market known as *Bazaar* or *AthvadeBazaar*. Weekly markets plays key role in economic development of rural areas

OBJECTIVES:

In the present paper an analysis has been made to study the distribution of weekly (periodic) market centers of Pune District and weekly market centers play process, mediating exchanger between farmers and craft manufactures for sellers and traders on the other hand urban wholesalers. The aims and objectives of the present study are:

1. To study and analyze the distribution and periodicity of market centers in Pune district.
2. To study the distribution of Weekly Market centers in Pune district.
3. To study the distribution of daily Market centers in Pune district.

DATABASE AND METHODOLOGY:

The present work is based on primary and secondary data pertaining to market centers and population. All relevant published and unpublished records have been considered. Primary data is collected through intensive field work. The secondary data has been collected from district census hand book, Gazetteer, district statistical abstracts, socio-economic abstracts and records of villages. Besides this the required data and information has been collected from various books and journals. The analysis and interpretation of data has been done from the geographical point of view. The data has been processed in tabulation, percentage, index value done with help of computer software. The processed data has been put in the table forms, certain statistical methods and cartographic techniques has been applied to represent the data in the form of graph, pie chart, maps and diagrams. The processed data would be used for mapping and interpretation. GIS and Remote Sensing technique are used for map presentation.

LOCATION MAP OF PUNE DISTRICT

LOCATION MAP OF PUNE DISTRICT (MAHARASHTRA)

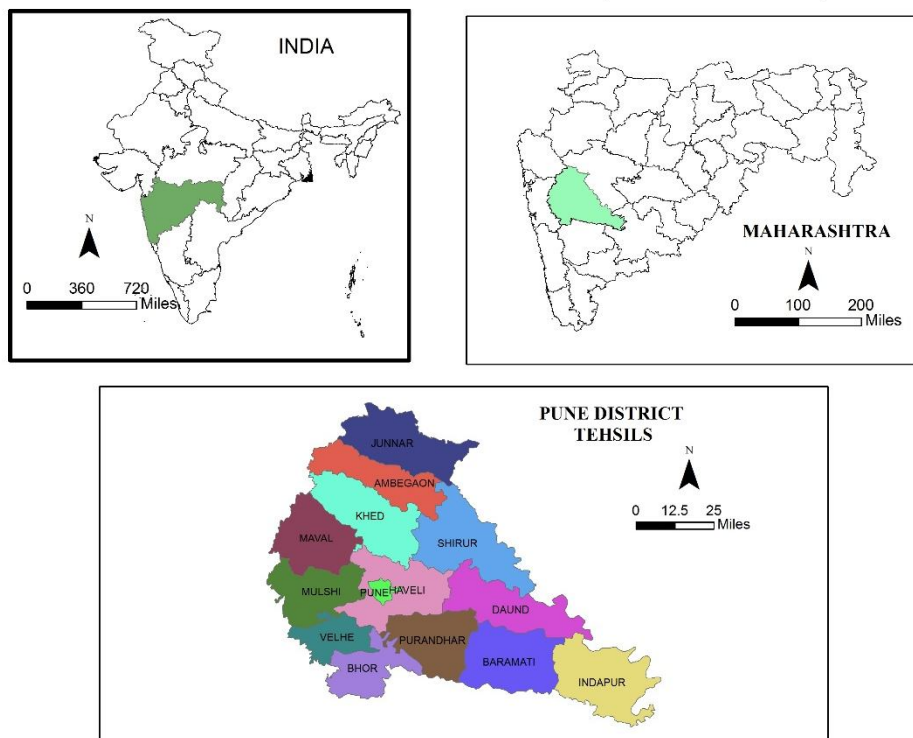
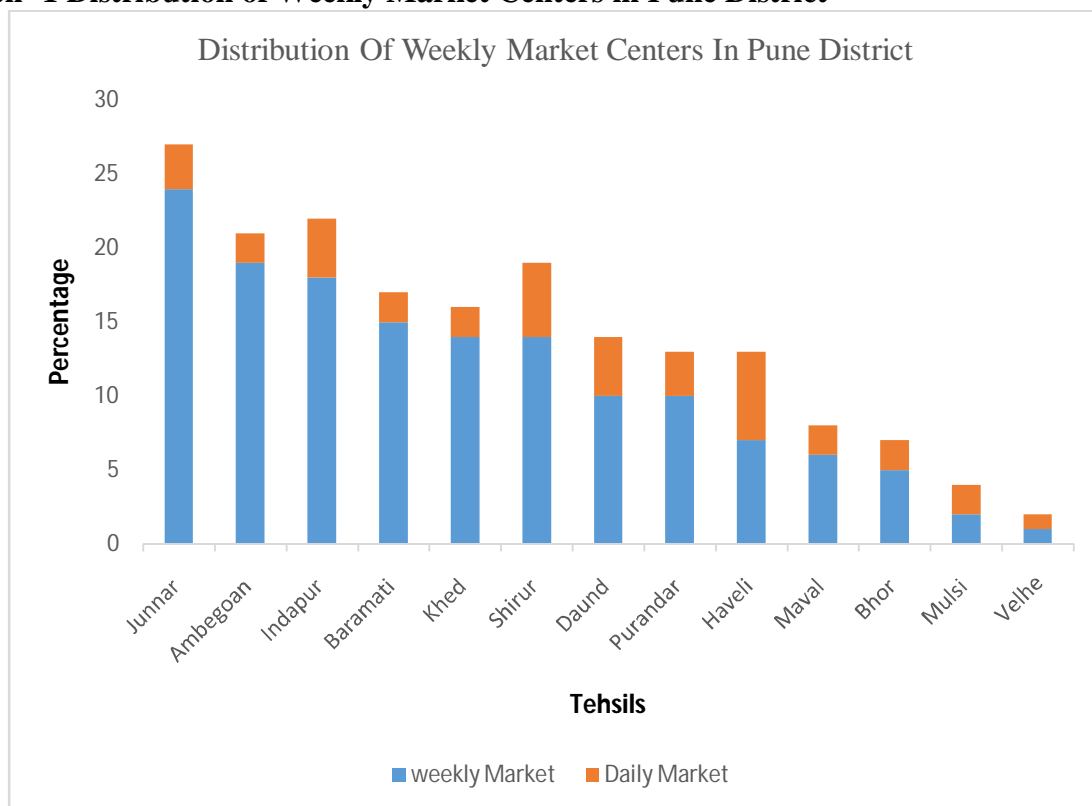


Table 1 - Periodicity of Market Centers in Pune District 2016

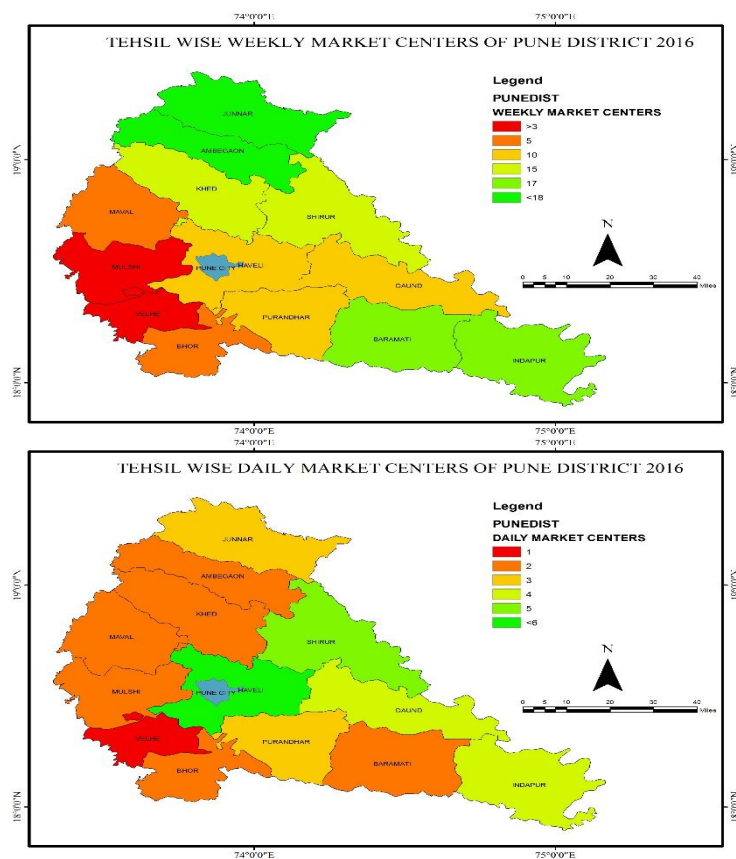
Sr. No.	Name of Tehsil	Weekly Market	Daily Market
1	Khed	14	2
2	Ambegoan	19	2
3	Junnar	24	3
4	Daund	10	4
5	Baramati	15	4
6	Shirur	14	5
7	Indapur	18	4
8	Purandar	10	3
9	Baramati	7	1
10	Haveli	7	6
11	Bhor	5	2
12	Maval	6	2
13	Mulsi	2	2

Graph -1 Distribution of Weekly Market Centers in Pune District



TEHSILWISEWEEKLY MARKET DISTRIBUTION

In the study region, there are one hundred fiftythree market centers are functioning, over an area of 15,642 km²square kilometers aspect of the Pune and PimpriChinchwad municipal corporation. There are 2725 inhabited settlements including towns, among them only 153 settlements have emerged as a market centers. These market centers have been distributed among the thirteen Namely Khed, Ambagon, Junnar, Bhore, Maval, Mulshi, Haveli, Purandhar, Shirur, Baramati, Indapur, Velhe and DoundTalukas. It is observed that the markets are unevenly distributed in the study region. Junnartaluka have twenty four market centers which occupied first rank in the district. Ambegaon tehsil having second largest market centers in the Pune district. Junnar and Ambegaon both tehsils located at northern and hilly region of Pune district. Scheduled tribe population concentrated in this tehsil. Due to less amount of accessibility and away from urban areas these tehsils having large number of weekly market centers. Indapur tehsil having also 18 weekly centers Indapur is 120 km away from urban areas that influences the weekly markets. Baramati, Khed and Shirur15 and 14 weekly market centers. Dound and Purandhar having 10 weekly market centers. Haveli and Baramatihving 7 market centers. Maval having 6, Bhorthsil having 5 market centers and Mulshi having only 2 weekly market centers. The locational characters of markets centers and socio-economic developments are responsible for the high degree of spatial interaction in marketing activities of these Tehsils. While the Tehsils like, Maval,Mulshi and Bhore shows the least number of market centers then the district average.



Sr. No.	Name Of Tehsil	Name Of Rural Bazar / Haat (weekly Market Center)
1	Junnar	Junnar, Phangul, Gavan, Dingore, Netwad, Dholwad, Umbraj, PimpriPendhar, Kumshet, Shirolikh., Tejewadi, Savargaon, Ozar, Bhorwadi, HivareBk., Khodad, Ale, Rajuri, Bori Bk., Belha, Otur, Aane, Pimpalwandi, Narayangaon, Madh.
2	Ambegoan	Manchar, Dhimbek, Rajpur, Kadewadi, Shinoli, Ranjani, Shingave, Paragon, Tarfe, AvasariKh, AvasariBk, Nirgudsar, Kalamb, Peth, Ghodegaon, Taleghar, Shinoli, MahalungePadwal, Loni, Pargaon.
3	Khed	Rajgrnagar, Chakan, Wada, Pite, Dehane, Kude Bk., Amboli, Dawadi, Marakal, Kadus, Wafgaon, Chas, Kanersar, Tokawade.
4	Daund	Yavat, Kedgaon, Warwand, Pargaon, Rahu, Patas, Kurkumbh, Khadaki, Ravangaon, DevalgaonRaje,
5	Baramati	Pandare, LoniBhaphkar, Karanjapur, WadgaonNimbalkarsangavi, Malegaon, Katewadi, Songaon, Manajinagar, Malwadi, Baramati Ganesh Market, Karahati, Khandaj, Supe, Nirawangaj, Mekhali, Jalgaon, Sirsufal,
6	Shirur	Shirur, TalegaonDamdhere, Pabal, WadgaonRasai, KawatheYamai, KoregaonBhima, Malthan, RanjangaonGanpati, Nhavara, MandangaonPharata, Takali Haji, Sikarapur, Nimone, Sanaswadi.
7	Indapur	Bhigwan, Nimgaon, Walchandnagar, Bawada, Shelgaon, Palasdev, Loni-Devkar, Sansa, RLasurne, Kalas, Athurne, Bijawadi, Nirwangi, Pimpri Bk., Lakhewadi, ShetphalGadhe, Kalashi, Akole.
8	Haveli	Wagholi, Theur, Uruli-Kanchan, Lohgaon, Fursungi, Kunjirwadi, Loni-Kalbhor
9	Purandar	Nira, Malshiras, Rajewadi, Rajuri, Pandeshwar, Parinche, Veer, MawadhikadePathar, Walhe.
10	Bhor	Bhor, Nasarapur, Kikvi, Hirdoshi, Ambavde
11	Maval	Kale, Induri, TalegaonDhabhade, Lonavala, Wadgaon,
12	Mulshi	Poud, Pirangut.
13	Velhe	Vinzar

TEHSILWISE DAILY MARKET DISTRIBUTION

Periodicity is an essential aspect of rural weekly markets.(Yusuf 1974) It empowers the region to have a greater number of markets to achieve the threshold of demand than would be possible otherwise and should result in an efficient allocation of marketing activities and opportunities within the area encompassed by a periodic cycle.(R. Bromley 1976) Market periodicity is that phenomenon whereby in a set of market, any particular market is held on certain days in advance. Such periodicity varies from region to region, influenced by regional, cultural, economic and religious diversity and is beneficial to the traders as well to the consumers.(Aditi Sarkar 2014 365) In Pune district Haveli tehsil situated near to Pune and PimpriChinchwad urban metropolitan city those affects market places due to densely populated area 6 daily market centers are distributed in Haveli tehsil those centers are Wagholi, UruliKanchan, Lohgaon, Fursungi and LoniKalbhor. Shirur tehsil having 5 daily market centers

due to industrialization and over population demand of perishable goods is very high so villages Shirur, Shikrapur, RanjangaonGanpati, KoregaonBhima and Sanswadi having daily vegetable markets. Indapur having 4 daily market centers the village's Bhigwan, Walchandnagar, Bawad and tehsil place Indpur are these villages and urban centers. Junnar tehsil having 3 daily market centers these are Junnur urban town, Alephata and Narayangaon. Dound tehsil having 3 daily market centers those are Dound, Yavat, and Kedgaon. Baramati having 2 daily market centers those are Malegaon,Baramati. Purandharhaving 2 daily market centers namely Saswad and Jejuri is holy place and industrial park. Ambegaon tehsil having 2 daily market centers those are Ghodegaon and Manchar. Khed tehsil having two major daily market centers namely Rajgurunagra (Khed) and Chakan,Chakan is automobile hub of Pune so these two towns are highly populated area demand of vegetable and perishable goods is very high. Bhor tehsil having 2 daily market centers namely Bhor and Nasrapur. Maval Tehsil also 2 daily market centers namely TalegaonDhabhade and Lonavala. Mulshi tehsil having 2 daily market centers due to growing population the markets are develop in this area namely Pirungut and Poud are these villages. Velhe tehsil having only one daily market center this is the tehsil place Vinzar.

CONCLUSION:

Overall analysis of the market centers in the district shows that, there is uneven distribution ofmarket centers in the study region. There is 153 weekly markets in Pune district weekly and daily markets distributed in tehsil places as well as town centers of study region. Weekly markets are distributed at large villages of Pune district. Those tehsil having large number of weekly market centers those tehsils are situated far from urban centers. Daily market places are situated at town centers and highly populated areas. Around the municipal corporations area daily market centers distributed in large amount. Basically perishable goods and vegetables buys in this markets. The local governments have develop the infrastructure for these market places Periodic market play a key role in the internaltrading processes, mediating exchange between farmers, craft manufactures for stalls.The periodic markethaving some temporary and permanent shops i.e. fish, meat, general stalls, grocery shops etc.

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